

Media Kit

GotoAndPlay



GotoAndPlay: All the gear, all the progress. None of the gatekeeping.

Hi, I'm Nicolas, the creator of the GotoAndPlay. My Youtube channel is built on one simple, "shameless" idea: you don't need 20 years of experience to explore the best guitar gear or master new skills.

I'm documenting my own journey as a player, diving head-first into the latest amps, guitars, and tech with the confidence of a pro. This fresh, "no-gatekeeping" approach has built a highly-engaged community of players who are on the exact same journey: to get great gear and actually learn how to use it.



A small, but fast growing channel



675

Subscribers (+140 in last 30 days)



13k

Monthly views (up 330%)



598

Monthly watch hours



4.7%

Average CTR

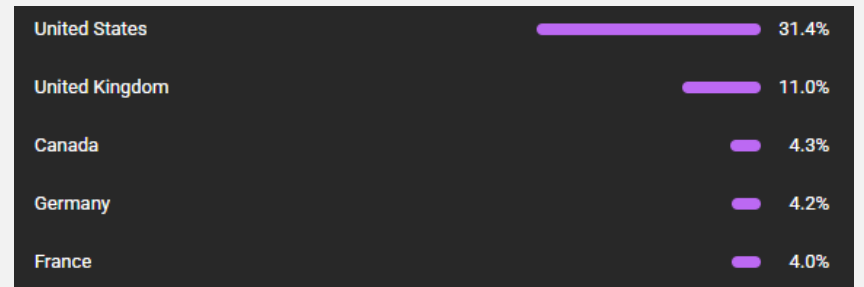
* as of Nov 1 2025

Core Audience



Our audience is almost 100% male and overwhelmingly comprised of adults in their prime spending years, with over 96% of viewers aged 25 and older.

It is a highly-focused community of dedicated musicians and hobbyists with proven purchasing power, concentrated in key Western markets (including the US, UK, and Europe).



Sponsorship Options



Product Review Video	Integrated Sponsorship	Product Placement
Full-length, in-depth video review of your product or service.	A 20-60 second dedicated segment within 1 or more regular videos.	Product (pedal, amp, guitar, etc) featured organically in 1 or more videos.
+ description and pinned comment with cta and affiliate link	+ description and pinned comment with cta and affiliate link	+ Product affiliate link in video description
Flat fee, Contra deal, or sliding CPM based on audience alignment	Flat fee or sliding CPM based on audience alignment	Flat fee, Contra deal or 25% of regular sponsorship rate

Dedicated Review Video

My reviews go beyond a simple "unboxing." I take the time to thoroughly use your product, ensuring I can provide a holistic and authentic review. I focus on positive, constructive feedback presented from a beginner-friendly perspective.

This approach demystifies your product, builds deep trust, and gives my engaged audience the practical insights and confidence they need to make an informed purchase.



Integrated Sponsorship Segment

This is a 20- to 60-second seamless integration placed in the first third of the video (after the hook) for maximum retention. I work directly from your talking points or script to deliver a clear and authentic message.

The sponsorship can be enhanced with sponsor-provided B-roll or our own footage of the product in a real-life context, ensuring it resonates perfectly with our audience.



Product Placement

This can range from a passive placement where your product is visibly featured in the background, to an active placement where the product is organically used during a tutorial or performance. This integration can be done with or without an explicit verbal mention.



Let's work together



Ready to reach a dedicated audience of
passionate guitarists and musicians?

To book a meeting, send a proposal, or request
our full rate card, please email us at:

collaborate@gotoandplay.media